

## **ABSTRACT**

A weight collar for optimizing the dynamic response or feel of a sporting implement, such as a golf club. The collar comprises a notch or cut-out to allow the collar to be slipped over the shaft of the implement below the grip and a tapered interior  
5 wall to allow a snug fit between the inner wall of the collar and the exterior wall of the grip of the implement. Collars of varying weights may be substituted on an implement until the user subjectively determines that the implement has the best feel or until performance is maximized.